

Docket No.: 1268-094

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that

My residence, post office and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter claimed and for which a patent is sought on the invention entitled A METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING, the specification of which is attached hereto.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is known to me to be material to patentability in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT international application which designated at least one country other than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

## Prior Foreign Application(s):

<u>Number</u>	<u>Country</u>	<u>Day/Month/Year filed</u>	<u>Priority Claimed Yes or No</u>
---------------	----------------	-----------------------------	---------------------------------------

I hereby claim the benefit under 35 USC §119(e) of any United States provisional application(s) listed below.

## Prior Provisional Application(s):

<u>Application Number</u>	<u>Filing Date</u>
---------------------------	--------------------

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s), or Section 365(c) of any PCT international application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations Section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

## Prior U. S. Application(s):

<u>Serial Number:</u>	<u>Filing Date:</u>	<u>Status:</u>
-----------------------	---------------------	----------------

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief as believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Attorney's Docket No.: 1268-05:

Applicant or Patentee: Yoram LEVANON et al.Serial or Patent No.: Not Yet AssignedFiled or Issued: Concurrently Filing withFor: A METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS  
(37 CFR 1.9(f) and 1.27(b)) - INDEPENDENT INVENTOR**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduce fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING described in

- the specification filed herewith.  
 application serial no. , filed.  
 patent no. , issued.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any right in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law assign, grant, convey, or license any rights in the invention is listed below

- no such person, concern or organization  
 person, concerns or organizations listed below\*

NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention asserting their status as small entities. (37 CFR 1.27)

FULL NAME: Yoram LEVANON /SHAFRIN

ADDRESS: 117 Hevroni Street Jerusalem 96653, ISRAEL

INDIVIDUAL       SMALL BUSINESS CONCERN       NONPROFIT ORGANIZATION

FULL NAME: Yoram LEVANON

ADDRESS: 44 Sod Street, Ramat Hasharon 47225, ISRAEL

INDIVIDUAL       SMALL BUSINESS CONCERN       NONPROFIT ORGANIZATION

FULL NAME:

ADDRESS:  INDIVIDUAL       SMALL BUSINESS CONCERN       NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by law, or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

Yoram LEVANON  
NAME OF INVENTOR

X  
Signature of Inventor

20/3/00  
Date

Yoram LEVANON  
NAME OF INVENTOR

X  
Signature of Inventor

19/3/00  
Date

NAME OF INVENTOR

Signature of Inventor

Date

I hereby appoint the following attorney(s) and/or agent(s): Allen M. Lowe, Reg. No. 19,641; Israel Gopstein, Reg. No. 27,233; Benjamin J. Hauptman, Reg. No. 29,310; Kenneth M. Berner, Reg. No. 37,093; Michael G. Gilman, Reg. No. 19,114; and Randy Noranbrook, Reg. No. 42,940, all of

LOWE HAUPTMAN GOPSTEIN GILMAN & BERNER, LLP  
1700 Diagonal Road, Suite 310  
Alexandria, Virginia 22314

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future correspondence should be addressed to them.

Full name of sole or first inventor: Yoram LEVANON

Inventor's signature: X

*y. Levanon*

Date: 20/3/00

Residence: Ramat Hasharon, ISRAEL

Citizenship: Israel

Post Office Address: 44 Sod Street, Ramat Hasharon 47225, ISRAEL

Full name of second inventor: Lani LOSSOS-SHIFRIN

Inventor's signature: X

*Lani*

Date: 19/3/00

Residence: Jerusalem, ISRAEL

Citizenship: Israel

Post Office Address: 117 Hevroni Street, Jerusalem 96633, ISRAEL